

CD70-OWI-001

Revision F

EFFECTIVE DATE: 05/15/03

ORGANIZATIONAL ISSUANCE

CD70

Developing Information Products

APPROVING
AUTHORITY

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TITLE

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05/15/03

CHECK THE MASTER LIST-
VERIFY THAT THIS IS THE CORRECT VERSION BEFORE USE

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DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline	Baseline	9/7/99	
Revision	A	11/10/99	Rev. Applicable Documents
Revision	B	03/01/00	Rev. Applicable Documents
Revision	C	04/24/01	Rev. Applicable Documents
Revision	D	05/22/02	Rev. Applicable Documents
Revision	E	05/24/02	Rev. Applicable Documents
Revision	F	05/15/03	General Revisions

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1. PURPOSE

This instruction establishes the procedures and responsibilities performed by the Media Relations Department (CD70) that relate to preparing, reviewing, approving, distributing, revising and maintaining information products of the MSFC Media Relations Department for release to news media. [This instruction extends information from the Marshall Management System (MMS) as defined by the Marshall Management Manual MPD-1280.1.]

The purpose of this instruction is to document the process by which the Media Relations Department conducts business.

2. APPLICABILITY

The procedure applies to the following in-scope activities under the cognizance of the Media Relations Department:

2.1 Development of written products

2.2 Development of audiovisual products

3. APPLICABLE DOCUMENTS

Use current revisions unless there is overriding authority.

MPD-1280.1 *Marshall Management Manual*

CD70-OWI-005 *Management Report*

3.1 Reference Document List.

Use current revisions unless there is overriding authority.

MPD-1380.1 *Release of Information to News and Information Media*

CD01-OWI-001 *CaER Directorate Organizational Document Control Process*

*The Associated Press Stylebook and Libel Manual,
Addison-Wesley Publishing Company, Inc.*

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4. DEFINITIONS

Audiovisual Products - Audiovisual products are category of information products developed by the Media Relations Department for release to news media, including NASA video files, raw video footage of events, animation and video interviews with NASA employees.

CaER - Customer and Employee Relations Directorate

IAW- In accordance with

ISD- Information Services Department

OWI- Organizational Work Instruction

Responsible PAO- The Marshall Center Public Affairs Officer within the Media Relations Department with assigned responsibility for a program area or task.

Written Products – Written products are a category of information products developed by the Media Relations Department for release to news media, including news releases, media advisories, fact sheets, news tips, status reports and lithographs.

5. INSTRUCTIONS

5.1 Preparation of Written Products.

- 5.1.1 The responsible PAO, in consultation with the Team Leader or Department Manager, determines the need for a written product.
- 5.1.2 The Media Relations Department Manager and Civil Service PAO will request that a writer be assigned to prepare each written product produced by the department.
- 5.1.3 To ensure that each written product meets NASA and MSFC quality standards for grammatical, stylistic and technical accuracy, each document will be approved by personnel as specified on the Release Coordination Checklist and Guidelines (see 8. Appendices, Data...) The Release Coordination Checklist is a form that is to be used as a guide by Media Relations Department writers. As each product is developed, this checklist will be signed and dated by the individuals involved in the review and approval process. The written product document and its accompanying

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checklist will be maintained in a single folder while being circulated to the offices/personnel specified for the review process.

- 5.1.4 To ensure that each written product is appropriately distributed to news media, the assigned writer for the product will follow the Release Coordination Guidelines (see 8. APPENDICES, DATA...). Using these guidelines, the writer will compile a distribution list for each written product, specifying where and to whom the product will be distributed and the mode of distribution to be used (fax, e-mail, U.S. Postal System, etc.).
 - 5.1.5 After accomplishing all the steps outlined on the Release Coordination Checklist, a copy of the final written product as distributed to news media, along with all review drafts and comments submitted during preparation of the document, will be submitted as a quality record to the Media Relations Department Editorial Assistant, who will file and maintain the records for two years in Suite 107, Media Relations Department. Electronic document files of written products will be archived under supervision of the Media Relations Department News Chief for a period of 10 years.
 - 5.1.6 To halt preparation of a written product, the responsible PAO will instruct the assigned writer to cease work on the product.
- 5.2 Preparation of Audiovisual Products
- 5.2.1 Video Files, Produced Video Clips, Live Shots, Broadcast News Service Reports
 - 5.2.1.1 The responsible PAO, in consultation with the Team Leader or Department Manager, determines the need for an audiovisual product.
 - 5.2.1.2 The responsible PAO tasks the CaER Support Contractor IAW the CaER Support Contract and ISD Television Contractor through the ISD Service Request System (located on Inside Marshall).
 - 5.2.1.3 The responsible PAO works with assigned contractor staff to develop the product per applicable checklist.
 - 5.2.1.4 The responsible PAO reviews and approves/disapproves the product and in consultation with the Team Leader or Department Manager, determines what if any additional product review by other individuals and organizations is required.

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5.2.1.5 Disapproved products are either cancelled or returned to the responsible contractor for rework.

5.2.1.6 The responsible PAO, in consultation with the assigned contractor staff, determines the appropriate distribution for the product.

5.2.1.7 The contractor distributes the product.

5.2.1.8 The responsible PAO reports the product disposition and where known results IAW CD70-OWI-005, Management Reports.

5.2.2 Public Affairs Mission Television and Commentary

5.2.2.1 The responsible PAO, in consultation with the Team Leader or Department Manager, determines the need for an audiovisual product.

5.2.2.2 The responsible PAO tasks the CaER Support Contractor IAW the CaER Support Contract and ISD Television Contractor through the ISD Service Request System.

5.2.2.3 The responsible PAO works with the assigned contractor staff to develop a mission-specific television and commentary plan to include an implementation strategy, human, equipment, and monetary resource and training requirements.

5.2.2.4 The responsible PAO works with the assigned contractor staff to develop supporting written and audiovisual products IAW appropriate sections of this OWI.

5.2.2.5 The responsible PAO and contractor staff participate in at least one mission simulation.

5.2.2.6 The responsible PAO assesses the readiness of the contractor staff to execute mission television and commentary and works with them on remedial training if required.

5.2.2.7 The responsible PAO monitors and provides guidance during execution of the mission television and commentary program to ensure its appropriateness, effectiveness and accuracy.

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5.2.2.8 The responsible PAO reports results of the mission television and commentary program IAW CD70-OWI-005, Management Reports.

6. NOTES: None

7. SAFETY PRECAUTIONS AND WARNING NOTES: None

8. APPENDICES, DATA, REPORTS, AND FORMS: Release Coordination Checklist, Release Coordination Guidelines, Broadcast News Service Checklist, Live Shot Production Checklist and Video File Production Checklist, as currently available on the PR Suite/CD70 Server.

9. RECORDS: Coordination packages for print products. These records are filed and retained as specified in paragraph 5.1.5.

10. TOOLS, EQUIPMENT, AND MATERIALS: None

11. PERSONNEL TRAINING AND CERTIFICATION: None

12. FLOW DIAGRAM: None